THE CINEMA
CHANNEL

CREDENTIAL & QUOTATION

www.thecinemachannles.com

WHO WE ARE

THE CINEMA CHANNEL

The Cinema Channel is Myanmar's top marketing and advertising service provider, offering media advertising, web and mobile app development, 360 and drone shooting, and event management services. With over 100 successful projects completed by our skilled team of creatives, videographers, graphic designers, and social media specialists, we provide end-to-end marketing solutions that help brands achieve greater market share. We are committed to building strong relationships with our clients and delivering customized strategies to meet their unique needs.

TEAM

Thurein Min
Founder

Tenar
Marketing Director

Peter Soe Moe
Creative Director

Alice
Sales Manager

Audrey Aung
Account Manager

TEAM

Thet Paing
Digital Marketing Specialist

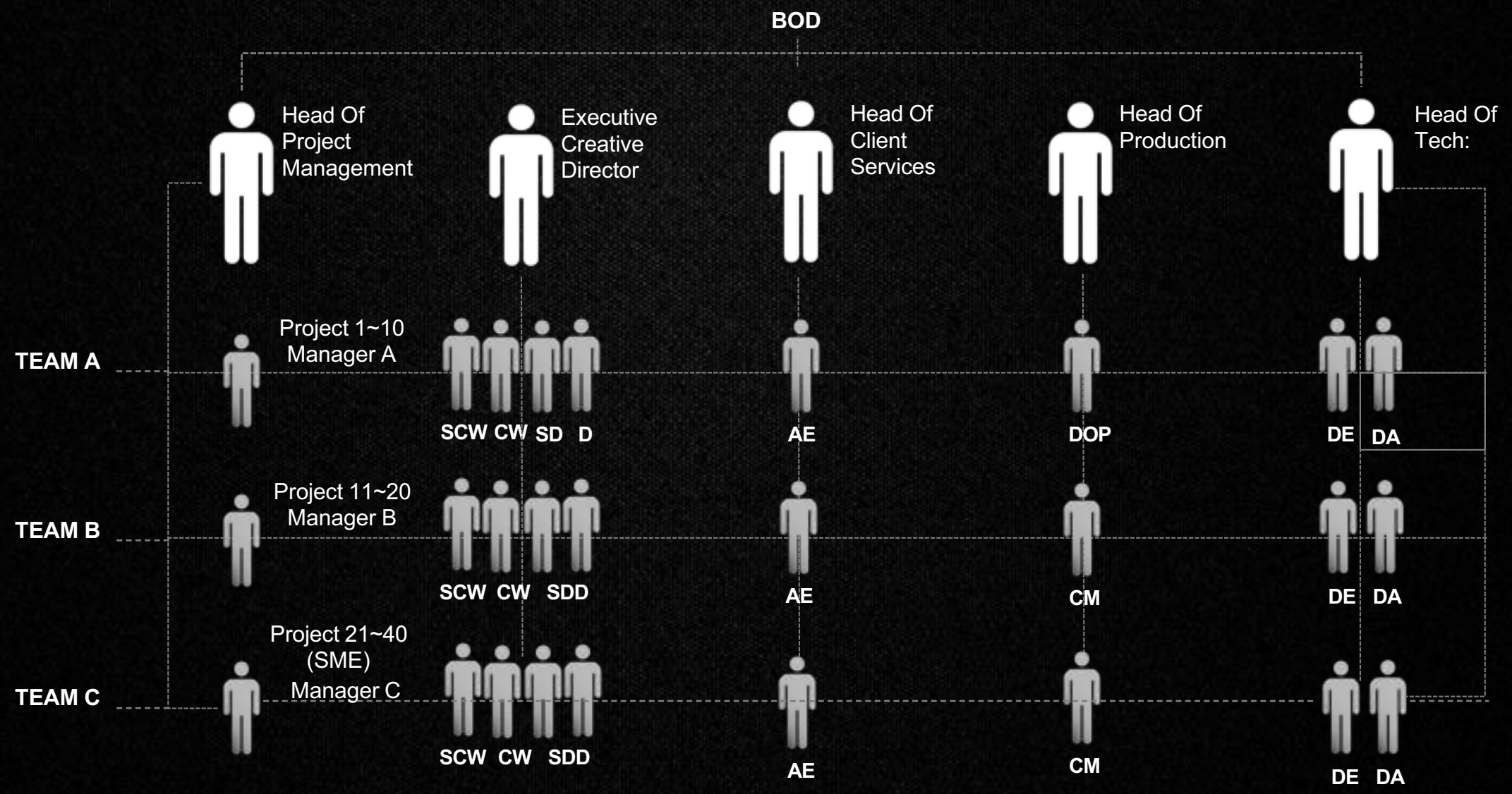
Lin Htet
Content Head

Pyo Yeyint
Creative Designer

Ei Thu
Sr. Designer

Kaung Myat
Media Production

O CHART


BOD
Head Of Project Management
Executive Creative Director
Head Of Client Services
Head Of Production
Head Of Tech:
TEAM A
Project 1~10 Manager A
SCW CW SD D
AE
DOP
DE DA
TEAM B
Project 11~20 Manager B
SCW CW SDD
AE
CM
DE DA
TEAM C
Project 21~40 (SME) Manager C
SCW CW SDD
AE
CM
DE DA

CREATIVE DIRECTOR

With 15 years of experience in the creative field, both in-house and agency, he creates sustainable campaigns benefiting consumers, brands, and agencies. He has worked with global and local clients, including Telenor, Ooredoo, Wave, Samsung, Heineken, Marga Land-mark & Grand Royal Whisky.

ACCOUNT MANAGER

With 4+ years of digital marketing experience, she stays up-to-date on the latest trends and platforms to help clients track engagement, ROI, and KPI metrics., manages social media pages for clients in Telecom, FMCG, & automotive industries, among others, while working with multiple agencies.

CONTENT MANAGER

Over five years of experience in copy-writing, content writing and managing content for multiple brands as mentioned below under different agencies and in-house teams.

ART DIRECTOR

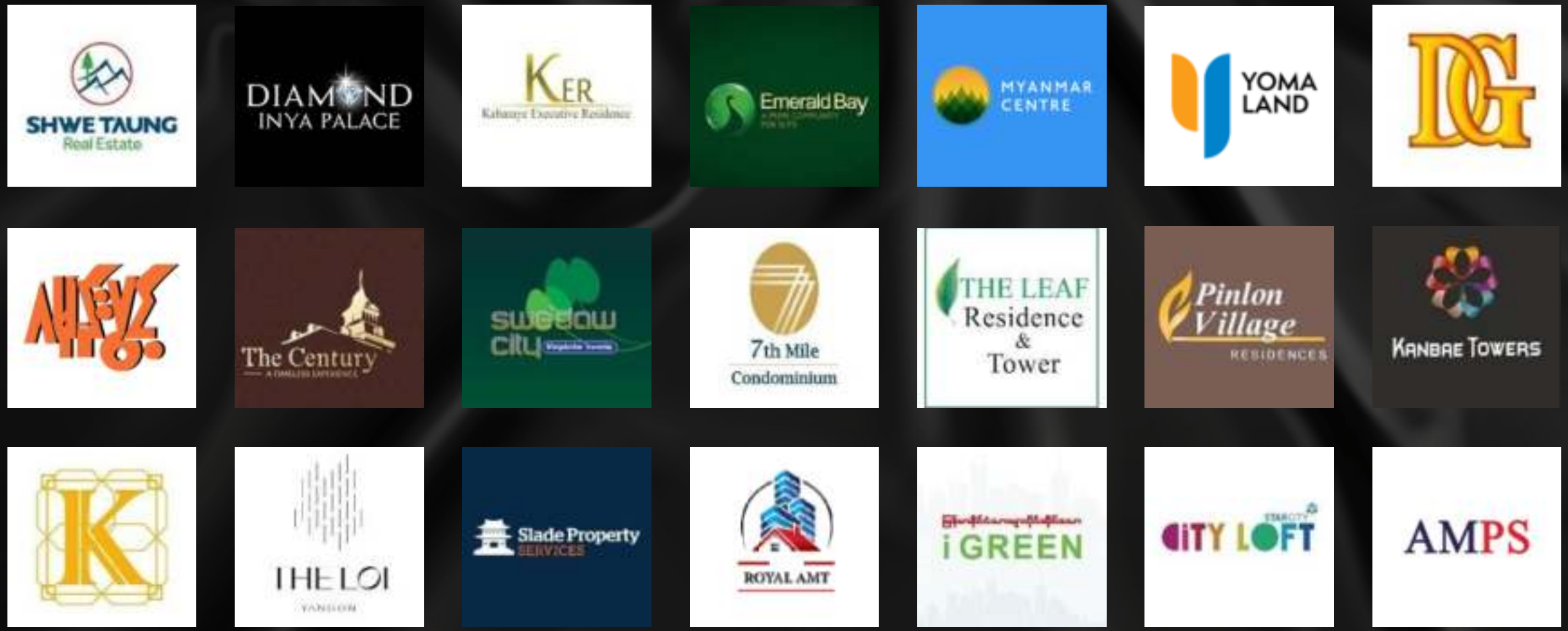
Over 6 years of experience in Art Direction, Creative Design and managing for multiple brands as mentioned below under different agencies and in-house teams.

WHAT WE DO

LINE OF SERVICES

- Media Planning & Buying
- Digital Marketing
- Creative Design & Concept
- TVC Production & Drone Shot
- Event Planning & Management
- Outdoor Advertising (OOH)
- E-sport & Game Tournament

REAL-ESTATE


SHWE TAUNG
Real Estate
DIAMOND
INYA PALACE
KER
Emerald Bay
MYANMAR
CENTRE
YOMA
LAND
DG
The Century
sweetow
city
7th Mile
Condominium
THE LEAF
Residence
&
Tower
Pinlon
Village
RESIDENCES
KANBAE TOWERS
K
THE LOI
YANGON
Slade Property
SERVICES
ROYAL AMT
i GREEN
CITY LOFT
AMPS

FOOD & BEVERAGE

SKINCARE, AESTHETICS & OTHER

And many more…

SKINCARE

THOPE
KANEBO
COMFORT STRETCHY

KANEBO
Age-defying

FACE & BODY MASK
100%
MADE IN BURMA
100% ORGANIC
09755782007
09685559223

Y CARE
Buy 5 Sessions
GET 10% FF
YOUNG AGAIN TREATMENT

Y CARE
ACNE TREATMENT

Y CARE
"VACCINE
AVAILABLE VACCINE

Y CARE
OPEN NOW
Y CARE GRAND OPENING
TREATMENT PROMOTION
09 78 7997 816

Ethan

SKINCARE

Self Love
Perfect Shower လေး ဖြစ်ဖို့
လိုင်ဇာတ ဘယ်ကြည့်မလဲ
GREEN TEA
COFFEE
Hotline - 09 795 073 221

CIEL
New
Product
Alert

Self Love
Scrub ကိုက်ပြီး
Lotion လိမ်းသင့်လား

Self Love
ဝိုးရာသီမှာ Skincare
ဘယ်လိုလုပ်မလဲ...

CIEL
ဗိုးပွဲခန်း
BEST SELLER PRODUCT
ANGEL CLEANSING BALM
CIEL
WITCH HAZEL TONING CLEANSER

Sunscreen
ဘာကြောင့် အရေးပါတာလဲ
CIEL

Skin Type
Witch Hazel

Self Love

JEWELLERY

cleo
POPULAR
Engagement Rings

cleo
Ruby
Style ကျတဲ့
အရှိုးသားလေးရဲ့အသွင်အပြင်

cleo
SEPTEMBER
Birth Stone

cleo
မွေးပုလဲ

cleo
CLEO

cleo
Stars Ruby Set

cleo
AUGUST
Peridot

cleo

SPA

HIMAWARI
HIMAWARI ကို လာရင်
Hotline 09 970 982 488 , 09 755 782 007

HIMAWARI
Hotline
09 970 982 488 , 09 755 782 007

Himawari
Hotline 09 970 982 488 , 09 755 782 007

Himawari
Treat Yourself
To Relax at Himawari

LIQUOR AND BEVERAGE

LIQUOR AND BEVERAGE

FOODS

FOODS

"မွေ့"နှီးလာတယ်ဗျို့!!!

ရမယမတ်ရှခတ်ရဲ့ လက်စွဲ

ဘဲကင်ကြော်
ဆောင်

HOT POT SET

ကြက်ခေါပတ်ကင်

ကေပြီးရင်းထပ်စားချင်မယ့်
ဒေါ်ရာလာ ထိုင်ဝမ် ဝက်နှားထမင်း

ဒေါ်ရာသာပင်ကြောင်းလဲတဲ့ "ဒေါ်လက်ရာ"

ဒေါ်လက်ရာ

TECHNICAL PRODUCT

AUTOMOBILE

FEEL
COMFORTABLE

Touch The
Futuristic Tech

JATOUR
X
70
Hotline

R-DYNAMIC S
Discovery

REAL-ESTATE & PROPERTIES

REAL-ESTATE & PROPERTIES

FACEBOOK

THE CINEMA CHANNEL

FACEBOOK Marketing Quotation

Facebook / Instagram

a better way to tell your brand story
and promote your products on mobile

FACEBOOK PACKAGES

Gold Package

25 Lakhs

15~20 Post / by monthly Content / Design Chat Bot Motion Video, Promo Video Lead Generation (Get Customer Register) Like Campaign (Page Like Increase) Boost Management (Client Budgets) Page Management

Including Services

- Monthly Analysis Report
- Post Monthly Calendar
- Holiday Post Event
- Calendar Facebook Cover
- Boots Budgets Report

Special Package 10 Lakhs

- 6+ 1 Video Post
- Creative Design
- Professional Content
- Ads Create
- Boost Management
- Post Management
- Campaign Report
- Content Calendar
- Post Reply and Comment
- Reply Chat Box
- Seasonal Post
- Monthly Report
- Event Create
- 1 Standard Promo Video

Silver Package

12 Lakhs

10-15 post / by monthly Professional Content Excellent Design One Video Post (Motion , Product Ads) Boost Management (Client Budgets) Page Management

Bronze Package

8 Lakhs

6-10 post / by monthly Professional Content Excellent Design Boost Management (Client Budgets) Page Management

FACEBOOK SERVICES ADDITIONAL FEES

Services	Description	Number of Count	Fees
Media Buying	Up to $500	1	5%
Add on Language	Content	Up to 100 words	5,000 MMK
Article	Product & Knowledge (not news)	500 ~ 2,000 words	100,000 MMK
Add on Language	Article	500 ~ 2,000 words	50,000 MMK
KEY Visual	Main Design	1 Pcs	70,000 MMK
Static Visual	Only for online purpose	1 Pcs	60,000 MMK
Resizing	(PSD or Illustrator)	1 Pcs	2,000 MMK

FACEBOOK MOTION VIDEO

- **Idea Concept** — Before making Motion Video, you have to create Idea Concept to match the product first.
- **Design Creation** — Design Creation as per the Idea Concept get.
- **Product Collection** — After collecting the product that will be used for ads.
- **Frame Work** — Before making Motion Video, you have to create Idea Concept to match the product first.
- **Time Frame** — Timeline can be set within seconds after setting time frame.
- **Text Style** — Created Text Styles that will be Creation.
- **Text Effect** — Need to create text effects.
- **Narration** — Background Narration to match with Motion Video must be used.
- **Background Music** — Background music has to be created to raise interest for the whole Ads.

FACEBOOK MOTION VIDEO

FACEBOOK PRICING

GOLD PACKAGE
5 LAKHS

- 1 Motion Post
- Concept Idea
- Design & thumbnail
- Adobe Aftereffect Edit
- Narrator & Script
- Copyright music
- Text style & Effect

SPECIAL PACKAGE
8 LAKHS

- 2 Motion Posts
- Concept Idea
- Design & thumbnail
- Adobe Aftereffect Edit
- Narrator & Script
- Copyright music
- Text style & Effect
- Resizing for Social Media

TIKTOK

THE CINEMA CHANNEL

TIKTOK MARKETING & QUOTATON

www.thecinemachannels.com

GROW YOUR BUSINESS

TIKTOK CREATOR SHOP

TikTok Shop Where Entertainment Meets Commerce

Let your customers discover and buy your products the fun way.

TikTok
Marketing

Profile

Video

Account

Make a Video

Discover

TIKTOK BUSINESS

Ads Manager
Create and manage ads on TikTok

Creator Marketplace
Official platform for brand and creator collaborations on TikTok

Business Account
Exclusive toolkits to empower your business growth on TikTok

TikTok Shop
Full-service commerce solution on TikTok

Think of a TikTok Business Account as home base for your brand. From this public profile, you can start building authentic connections with the TikTok community.

TikTok Ads Manager is a great companion for your TikTok Business Account. The two work together to help brands manage their day-to-day content and build towards a holistic marketing strategy.

Ads that entertain.
Campaigns that connect.

1B+

1 billion+ active global users

92%

92% of users globally take action after watching a TikTok video

TIKTOK BUSINESS PACKAGES

Bronze Package
20 Lakhs monthly

- Motion Video , Indoor & Outdoor Video,
- Creative Video Content
- Effective Hashtags
- Video Content Calendar
- Video Creation Idea
- Account Management
- Boost Management
- Story Line
- Editing
- Color Creation
- Commercial Music
- Commercial SFX
- Review & Report

3 videos

Gold Package
25 Lakhs monthly

- Motion Video , 2Indoor, Outdoor Video
- Creative Video Content
- Effective Hashtags
- Video Content Calendar
- Video Creation Idea
- Account Management
- Boost Management
- Story Line, Editing
- Color Creation
- Commercial Music
- Commercial SFX & VFX
- Logo Animation
- Review & Report

4 videos

Diamond Package
35 Lakhs monthly

- Motion Video , 2Indoor, 2Outdoor Video
- Creative Video Content
- Effective Hashtags
- Video Content Calendar
- Video Creation Idea
- Account Management
- Boost Management
- Story Line, Story Board
- Editing & Color Correction
- Commercial Music
- Commercial SFX & VFX
- Logo Animation
- Review & Report

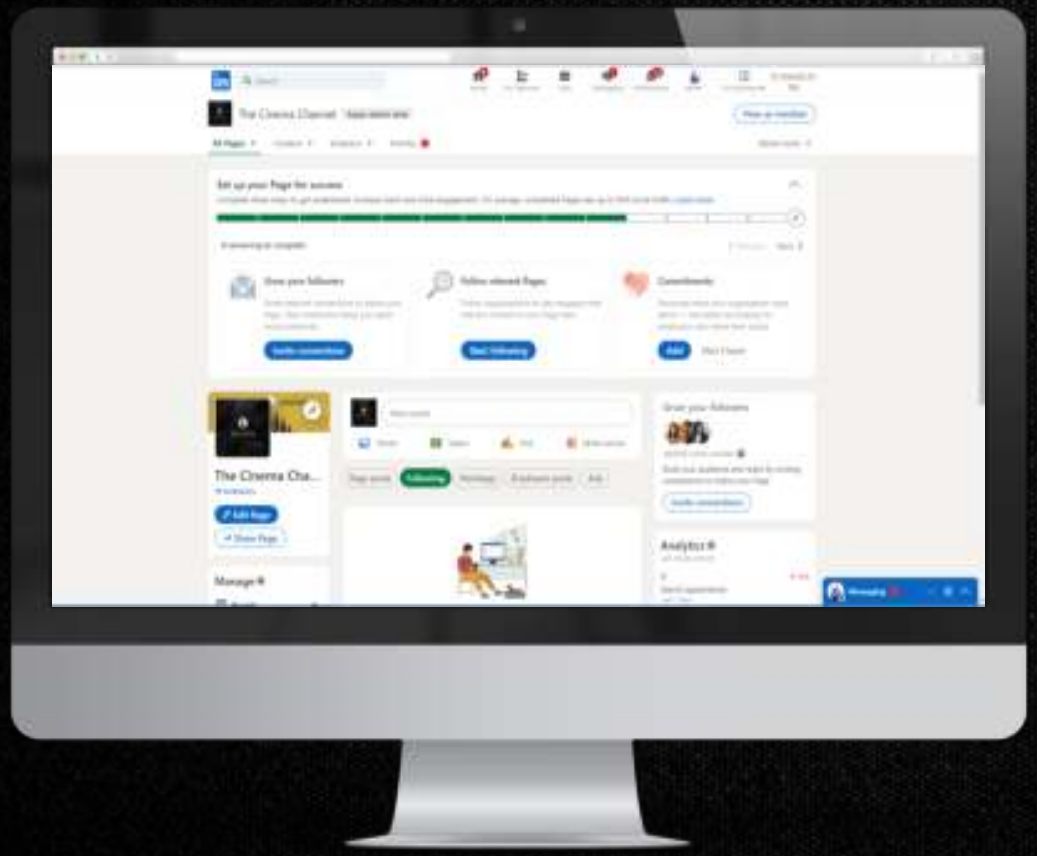
5 videos

LINKEDIN

LINKEDIN CHANNEL

750 million+ members | Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.

9 BENEFITS OF HAVING A LINKEDIN CHANNEL



Lead Generation

Increased Exposure

Higher Level Of Credibility

Show Off Your Accomplishments

Filtered Search Results

Quality Business Connections

Make Special Announcements in your Posts

Hunt Experts for your Business

Rank your Business on Google and other Search Engines

LINKEDIN SERVICES PRICING

REGULAR PACKAGE

- No. of Post (5 ~ 7)
- English Articles
- Channel Management
- Analysis
- Comment Reply
- Dashboard Management
- Content Create
- Activity
- Job Announcement
- Network Connection
- Insights

3 Lakhs

ADS PACKAGE

- Premium Account
- No of Post (5 ~ 7)
- English Articles
- Channel Management
- Analysis
- Comment Reply
- Dashboard Management
- Content Create
- Activity
- Job Announcement
- Network Connection
- Insights
- Learning, Advertise
- Find Lead, Group

8 Lakhs

VIBER

VIBER FOR BUSINESS

Customer relationships are complicated, but they don’t have to be. Find out what we can do for your business.

Build a bridge between your business and customer and get closer to your customer than ever.

Blast Massage Quotation

VIBER FOR BUSINESS

Commercial Account & Business Inbox

40+ million

interactions every single hour

35+ minutes

spent on Viber per day

30+ message

sent per day per user

VIBER FOR BUSINESS

One Way Business Message

1 WAY- the business can send messages but users cannot reply

• Promotion of Brands & Products • Important notifications • QR codes of e-tickets • Verification codes • Confirmatory links

Basic Package

25MMK / 1 Credit for One Message

Business Message

- Length of 1,000 characters for any language
- Supports all special characters and emoticons.
- Supports image JPG 400 x 400 px.
- Highlights links.

Requirement : < 30,000 Credits

Business Plus

23MMK / 1 Credit for One Message

Business Message

- Length of 1,000 characters for any language
- Supports all special characters and emoticons.
- Supports image JPG 400 x 400 px.
- Highlights links.

Requirement : < 40,000 Credits

Business Pro

21MMK / 1 Credit for One Message

Business Message

- Length of 1,000 characters for any language
- Supports all special characters and emoticons.
- Supports image JPG 400 x 400 px.
- Highlights links.

Requirement : < 50,000 Credits

YOUTUBE

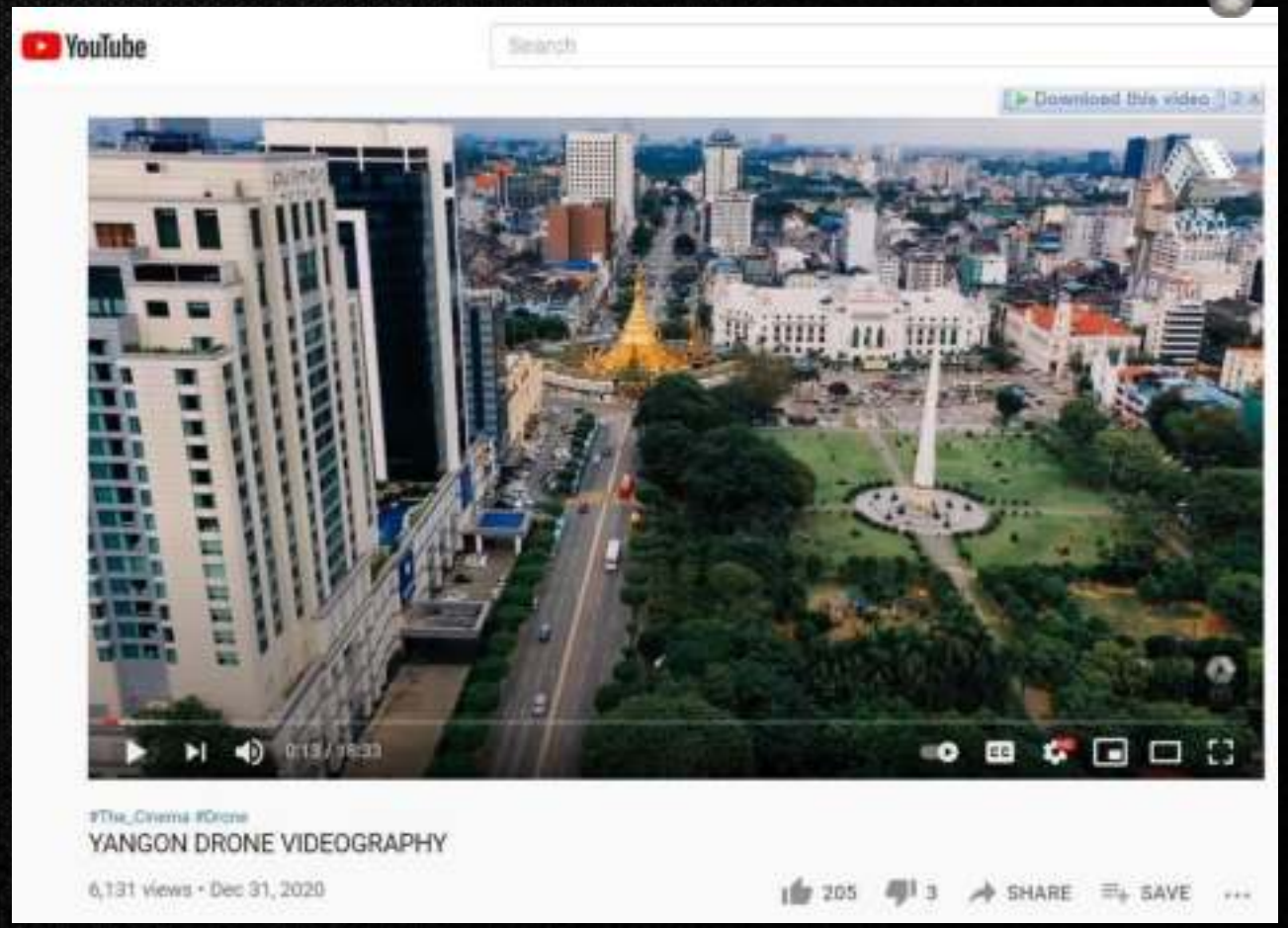
THE CINEMA
CHANNEL

YouTube Marketing And Quotation

Grow your business with YouTube Ads

Reach potential customers where they're watching. Get started now – and start getting results.

YOUTUBE CHANNEL



YOUTUBE SERVICES PRICING

NORMAL PACKAGE
3 LAKHS

- Channel Management
- Buying Keyword
- Analysis
- Comment Reply
- Dashboard Management
- Short Reels
- Content Create

ADS PACKAGE
8 LAKHS

- No Of Ads 4 Ads
- Channel Management
- Buying Keyword
- Analysis
- Comment Reply
- Dashboard Management
- Short Reels
- Content Create
- Google AdSense
- Ads Management
- Ads Report
- Media Buying

GOOGLE

9 BENEFITS OF HAVING GOOGLE ADS

Get faster results than search engine optimization (SEO) campaigns

Reach the right audience

Increase brand recognition and awareness

Monitor and measure ad campaign performance

Control your campaign budget

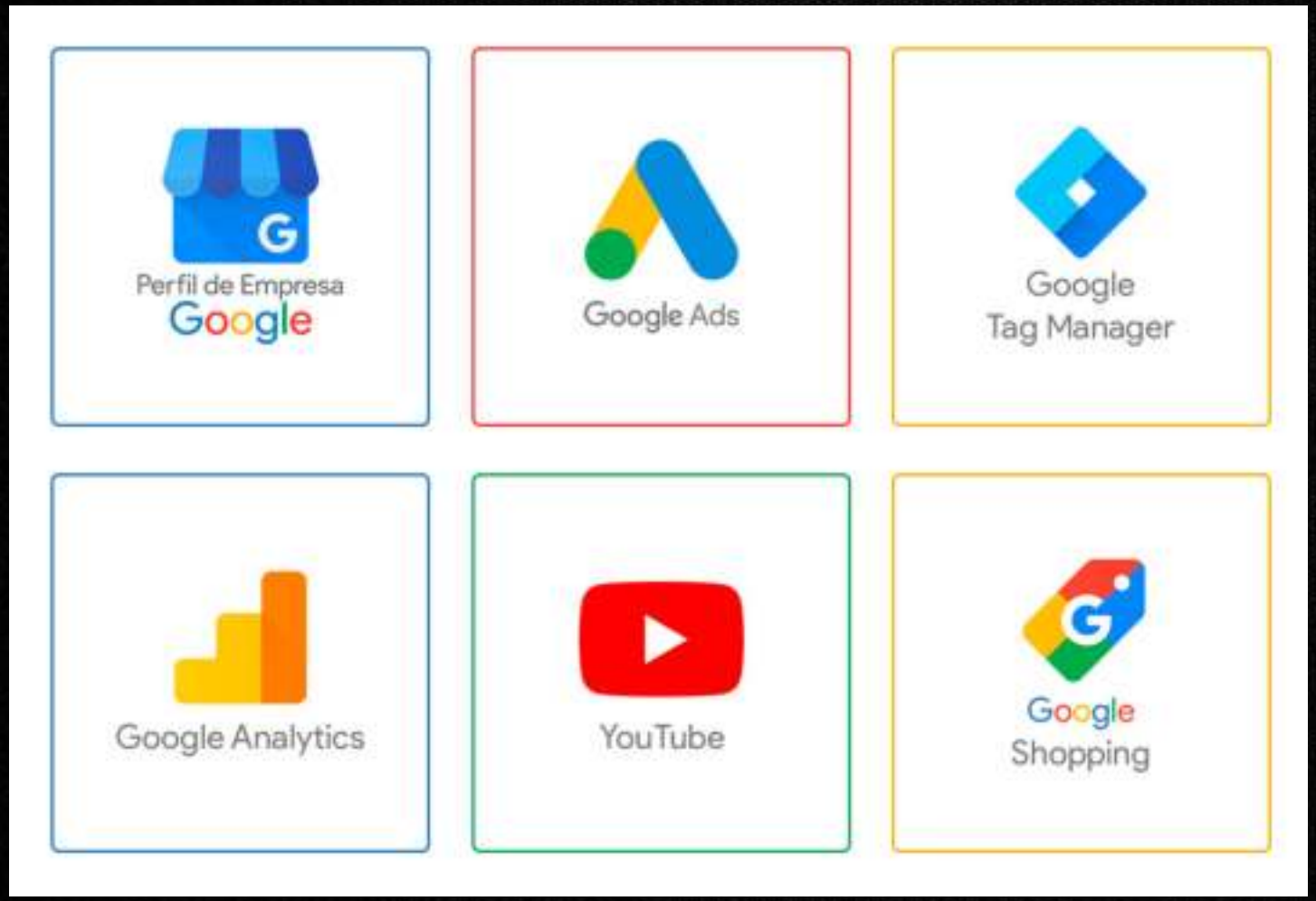
Track and outperform your competitors' ads

Maximize return on investment (ROI)

Stay connected with customers

Quick Results

GOOGLE ADS



Google Ads

Google Ads Quotation

Grow your business with YouTube Ads

Reach potential customers where they're watching. Get started now – and start getting results.

TYPES OF GOOGLE ADS PLACEMENT

TABLE OF PRICE

Services	Description	Number of Count	Fees
Management Fees	Google Ads (Traffic – Link Click – YouTube)	3 Campaign Include (Image Resize)	20 Lakhs
Media Buying	Up to $500	1	10%
Add on Services	**Description**	**Number of Count**	**Fees**
Add on Content	Content	100 words	5,000MMK
Add on Language	Article	500 ~ 2,000 words	50,000MMK
KEY Visual	Main Design	1 Pcs	100,000MMK
GIF Image & Popup	(From Key Visual)	1 Pcs	700,000MMK
Image Resize	(From Key Visual)	1 Pcs	4,000MMK

WEB DEVELOPMENT

WEB DEVELOPMENT RECORD

WEB DEVELOPMENT PACKAGES

	Business Plan Grow Your Business ONE YEAR US$ 750	Business Plus Get Full Suite ONE YEAR US$ 950
Get Domain	✓	✓
Storage Space	5GB	10GB
Professional Logo	✓	✓
Number of Pages	200 Pg	300 Pg
Social Media Plugin	✓	✓
Bandwidth	Unlimited	Unlimited
Google Map	✓	✓
Photo Album	✓	✓
Image Slider	✓	✓
Video	✓	✓
Multi Browser	✓	✓
Maintenance	✓	✓
Contact & Forms	✓	✓
Event	✓	✓
Switch (Desktop/Mobile)	✓	✓
360 Pitcture Plugin	✓	✓
Business Email (1Month)	✓	✓

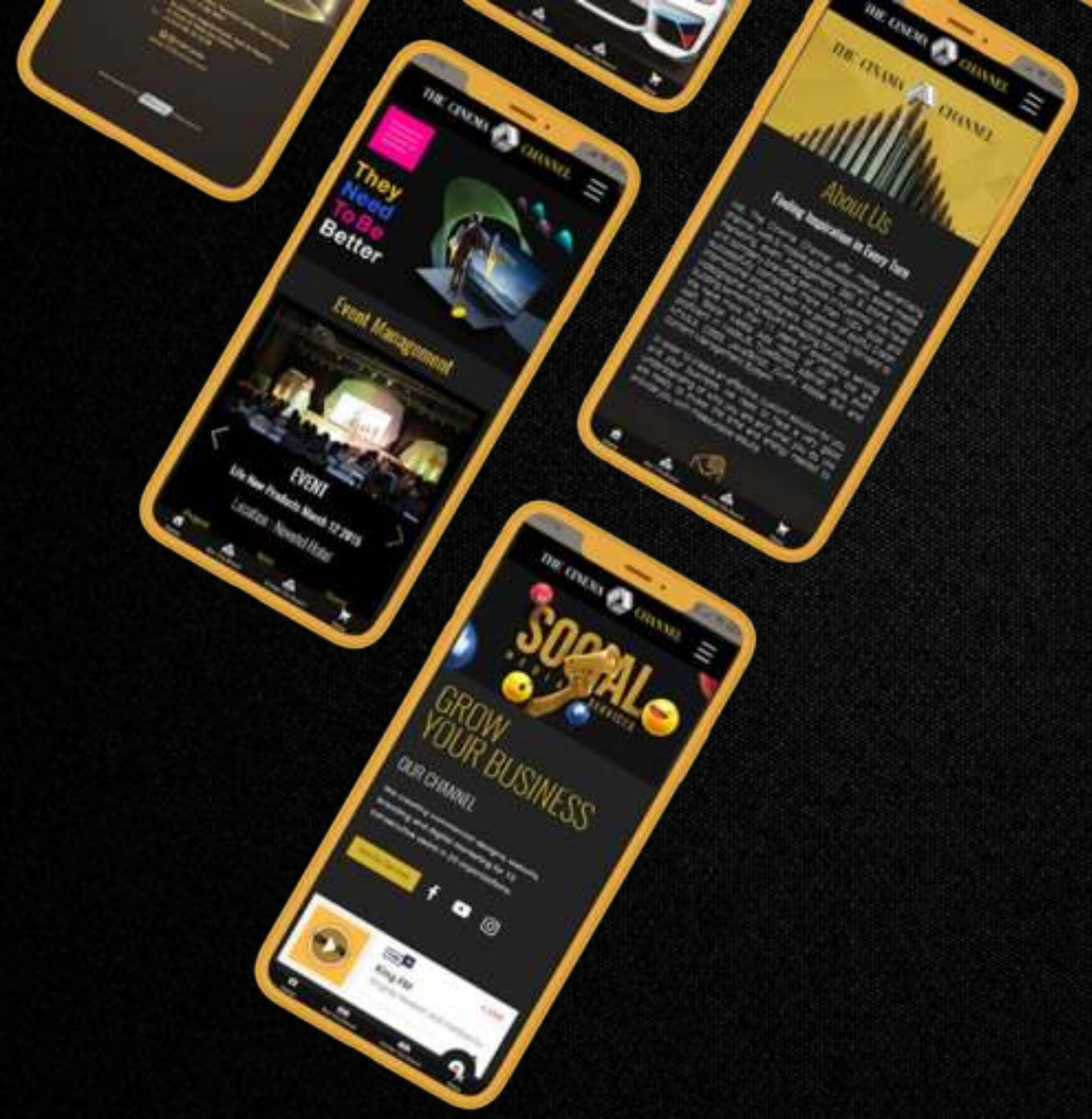
	Business Plan Annual Fees US$ 450	Business Plus Annual Fees US$ 550
Social Media Plugin	✓	✓
Bandwidth	✓	✓
Maintenance	✓	✓
Contact & Forms	✓	✓
Event	✓	✓
Switch (Desktop/Mobile)	✓	✓

LISTING & ECOMMERCE WEB INCLUDED FEATURES

Front-End Feature	Business Plan $2000	Business Plus $2500
Main Page	✓	✓
User Sign-In / Up	✓	✓
Shop	✗	✓
Shopping Cart	✗	✓
Brand/Category	✓	✓
Wish list / Favorite	✓	✓
Checkout	✓	✓
Payment	✗	✓
Product List/ Sorting	✓	✓
Share & Compare Function	✓	✓
Rating & Review	✗	✓
Recent Viewed	✓	✓
Search	✓	✓
Coupon & Discount	✓	✓
Live Chat	✓	✓
Membership	✓	✓
Language (2 Types)	✗	✓

Back-End Feature	Business Plan	Business Plus
Store Management	✓	✓
Customer Management	✓	✓
Order Management	✓	✓
Sales Management	✓	✓
Sales Report – Chart / Excel	✗	✓
Discount & Promotion Management	✗	✓
Content Management	✓	✓
Admin Panel	✓	✓

APP DEVELOPMENT



Mobile app services are designed to enhance the user experience and make it easier for users to access information, connect with others, and perform tasks on the go.

ANDROID + IOS

Started on $ 5,000

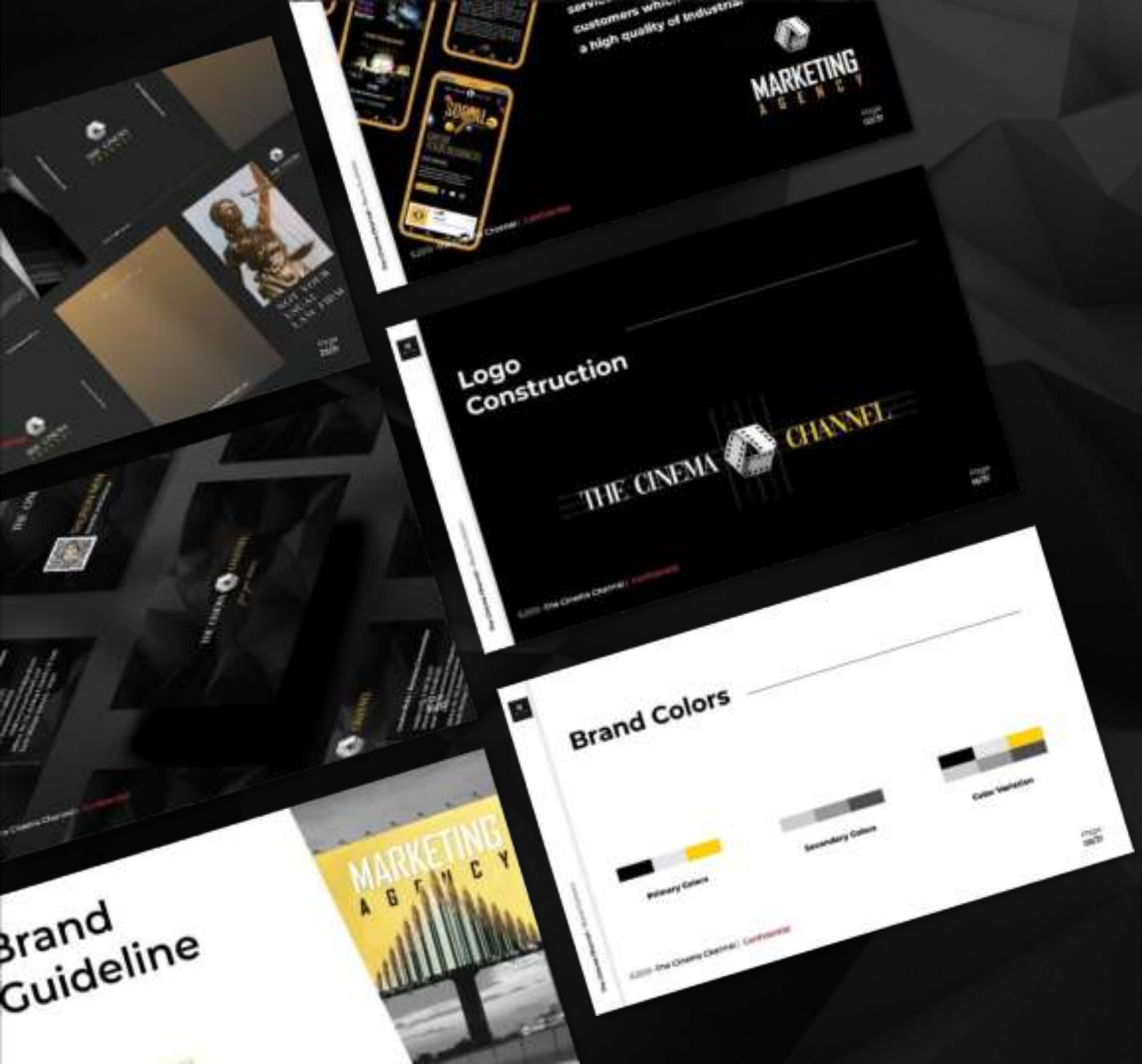
Website required.

ANDROID + IOS

Started on $ 9,000

No website required.

BRANDING



BRAND GUIDE BOARD

Including Services

- Main Logo
- Background Overview
- Mission Vision
- What We Do
- Brand Personality
- Brand Colors
- Primary Colors
- Secondary Colors
- Color Variation
- Logo Guidelines
- Primary Logo
- Secondary Logo
- Logo Meaning
- Logo Construction
- Online Use
- Email Signature
- Typography
- Paper Work Template
- Sign Board
- V Card

Ps Id Ai

- SIZE – LEGAL
- 4 FORMAT
- PDF

EVENT

PROMOTION

THIDINGYUT NEW CLIENTS PROMO

6 months contract
for any package,
get 1 month
bonus

THIDINGYUT NEW CLIENTS PROMO

1 year contract for any package, get 2 months free or a 750 US$ worth website free

EVENT MANAGEMENT

- New Product Launch
- Music Concept
- Promotion Event
- Property Show
- Car Show
- Company Launch
- Business Party

project ref

EVENT & ACTIVATION

video record

Note: quick preview GIFs

KANEBO 15TH ANNIVERSARY

GGI INSURANCE

PRODUCTION

project ref

PRODUCTION

video record

Note: quick preview GIFs

COSMETIC TVC

COSMETIC TVC

COSMETIC TVC

project ref

PRODUCTION

video record

Note: quick preview GIFs

STUNNING DRONE SHOT

SITE-VIST PROMO

DIAMOND INYA STORY VIDEO

project ref

PRODUCTION

video record

Note: quick preview GIFs

PROMO
+TOUR VIDEO

PROMO VIDEO

STORY VIDEO

project ref

PRODUCTION

video record

Note: quick preview GIFs

SIT MYIN PROMO

SIT MYIN PROMO

SIT MYIN PROMO

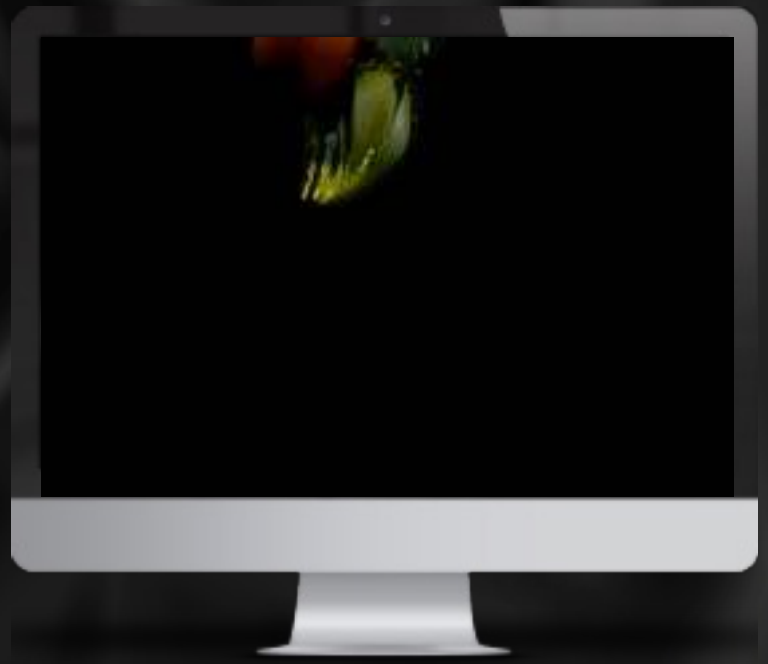
project ref

PRODUCTION

video record

Note: quick preview GIFs

MIYAKO
PROMO VIDEO



NAGASAKI FOOD
PRODUCT

NAGASAKI FOOD
PRODUCT

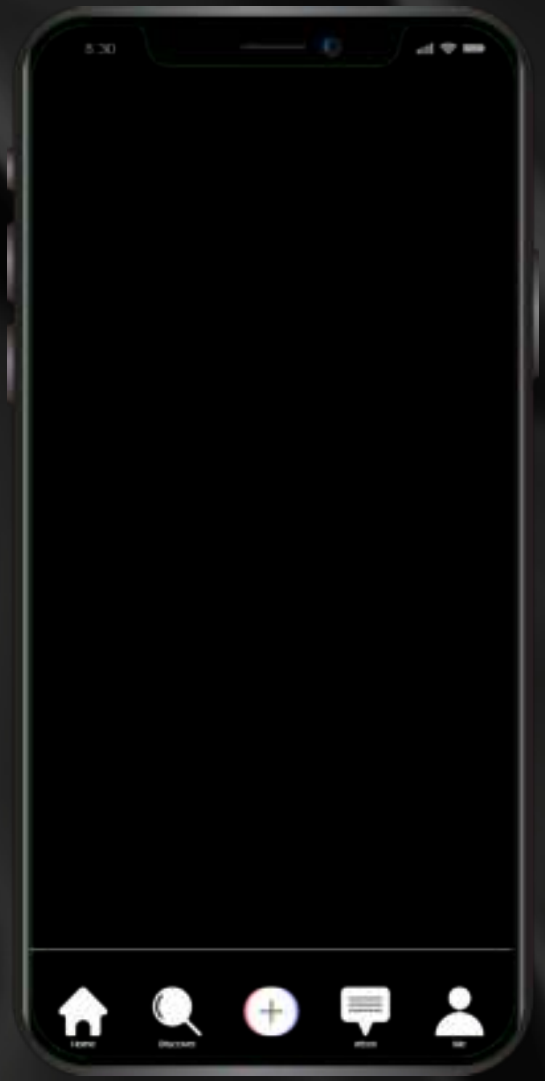
project ref

PRODUCTION

video record

Note: quick preview GIFs

ESTELLA BY STARCITY
PROMO VIDEO



REALME NEW
PRODUCT PROMO

MEDIA SHOOTING PACKAGES

Gold Package

100+ Lakhs

1 Video + 30 Sec Video
Professional Camera Team
Excellent Artwork Story Board
Full HD Export Video
Promo Video Indoor /
Outdoor Still Shoot
Crew Character, Presenter

Bronze Package

15 Lakhs

1 Video + 30sec Video
Professional Camera Team
Excellent Artwork Full HD Export
Video Walkthrough Shoot
Indoor / Outdoor Still Shoot

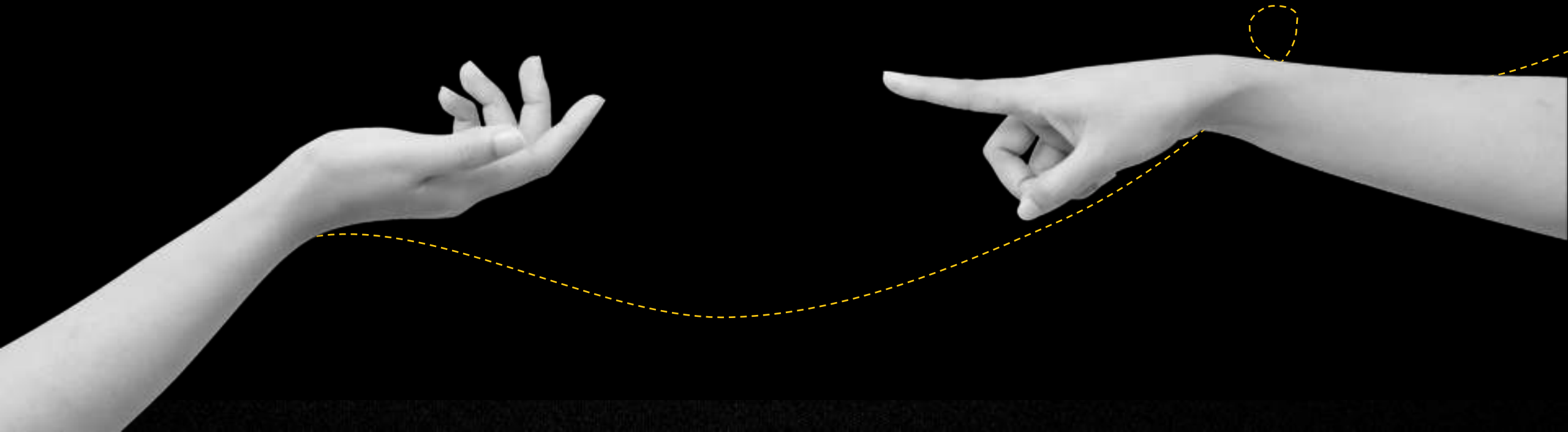
Silver Package

25Lakhs

1 Video + 30 Sec Video
Professional Camera Team
Excellent Artwork
Full HD Export Video Promo
Video Shoot
Indoor / Outdoor Still Shoot

Benefits Including

- Get Raw Video
- Teaser video
- Project File

THANKS FOR YOUR TIME

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